

Managed Services Provider for Small and Medium Sized Businesses in Indiana Markets Needing IT Support and Solutions, Hosting and Data Backup and Recovery



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Interview conducted by:
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CEO CFO Magazine

CEO CFO: *Mr. Banning, what is the focus for Cyberian Technologies today?*

Mr. Banning: We are a Managed Services Provider (MSP) servicing small and medium businesses in the Indiana markets. We also serve as a project integration group, helping companies with projects like virtualization, Office 365 migrations, and backup and the disaster recovery scenarios.

CEO CFO: *That is a pretty wide range!*

Mr. Banning: Yes.

CEO CFO: *There are many companies in a similar position. What do you understand, very fundamentally, about the internet, about websites, about integration and about working with people that makes Cyberian a good choice?*

Mr. Banning: Our company started when a larger consulting company went out of business. Two of my business partners were already in the middle of projects when that happened. It was kind of a surprise event. Therefore, we were able to start doing work right away with some companies to get started. We were strictly a project integration company at that time.

The depth of experience that we had amongst our engineering team was substantial. The main partners in the organization had 15+ years of consulting experience, while two other engineers had close to 10 years of project implementation experience. All this combined experience allowed us to have a very in depth understanding of the Internet, servers, networking gear, and PCs to fully understand how it all ties together for our customers.

As far as what Cyberian does differently, I think we make our strongest impact by simply just concentrating on the understanding of what customer service actually is and provide that level of service to our clients. We have to understand that, as you said a minute ago, there are one hundred companies like us right around the corner and you have to do things to differentiate yourself from those organizations. I think it's very important to provide good customer service by being responsive and maintaining good communication with the client. This helps set proper expectations for a resolution of the client's problem. Simply keeping an honest and open communication concept with our clients has been advantageous to our business.

CEO CFO: *How have you learned to communicate with your customers in understanding what they are looking for or what their problem is, not necessarily what they think it might be?*

Mr. Banning: To answer part of that question; we have a pretty diverse tool set available to us, and so our ability to support a client's environment remotely is very good. Our company can resolve 95% of the issues remotely for the customer. This lowers our cost to support the client and reduces the client's downtime for their end users and servers. Many companies have a similar computing environment in terms of using email, file sharing, client security, and a line of business application that supports their business functions. The real differences between clients are the lines of business applications and security requirements. Working with the clients, business application providers, and security